

The Development of

MODEX TEMPERA COLORS

THE first extensive commercial use of brilliant colors dates from the Chicago Exposition of 1933, for which a special color palette was developed. No paint then on the market could give an exact match of the colors specified and extensive experiments were conducted, resulting finally in an entirely new type of pigmentation.

Thirty buildings in the "Century of Progress" group were painted with these Modex Tempera Colors and suggested to the millions of visitors the idea of using brilliant tones as a means of transforming their everyday surroundings from drabness to a cheerful, stimulating atmosphere.

Modex Tempera Colors are practical, economical and effective—they simplify the use of vivid shades on all kinds of work (large as well as small areas), by reducing the number of colors to a workable range and by minimizing complicated mixing and blending. Eight of the twelve colors follow the established range of the spectrum, while the other four colors (buff, brown, black and white) are included by popular demand.

Covering capacity varies from 75 to 200 square feet per pound, depending on the mode of application and type, texture and porosity of the surface. Bulking qualities of the different colors also varies and one pound will make from 1½ to 2 pints of liquid color.

Detailed instructions for use will be found on each package.

Supplied in 100 lb. and 25 lb. drums and 1 lb. canisters (12 to a case).

Printed in U. S. A.

Modex

REG•U•S•PAT•OFF•

TEMPERA COLORS••

WASHABLE
SELF-SIZING
RAIN-PROOF

THE REARDON COMPANY

ST. LOUIS
CHICAGO
LOS ANGELES

PITTSBURGH PAINT & GLASS CO.
252 South Center
Casper, Wyoming.

Modex

WASHABLE TEMPERA COLORS

*The Practical Way to Supply the Sweeping Demand
for Brilliant Colors in Interior Decoration*

Artists, Architects, Decorators and Painting Craftsmen will find
these colors ideal for obtaining an unlimited range of color effects.



Self-Sizing

No priming coat is
required on any
surface.

Rain-Proof

Ideal for semi-per-
manent exterior
poster and window
use.

Modex Tempera Colors are casein paints prepared
in powder form to overcome the limitations of pastes.
The colors have been tried in actual service over a
three year period, starting with Reardon's participa-
tion in the Chicago Exposition. Because no priming

coat is required and one coat "hides" in most cases,
the application of these colors is time saving and
economical. The fact that the surface may be cleansed
with soap and water makes them extremely practical
for any home or business purpose.

Modern

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Jablonski Building Conservation

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